

7th International Conference on Social Responsibility, Ethics and Sustainable Business

Conference Theme: Value(s) and Corporate Responsibility in the 21st
Century

CONFERENCE TIMETABLE

BI Norwegian Business School, Oslo, Norway

12 and 13 of October 2018

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7th International Conference on Social Responsibility, Ethics and Sustainable Business

Conference Theme: Value(s) and Corporate Responsibility in the 21st Century

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Friday, 12th of October, 2018

- 08.30 – 09.00 Registration
- 09.00 – 09.30 **Opening ceremony** (Room A2-030)
Inge Jan Henjesand, BI President
Caroline D Ditlev-Simonsen, PhD, Professor, BI Center for Corporate Responsibility
Dr Georgiana Grigore, Henley Business School, Chair of ICSR
Dr Alin Stancu, Bucharest University of Economic Studies, Chair of ICSR
- 09.30 – 10.00 **Keynote:** *Sustainability and the future of business*, **Idar Kreutzer**, CEO of Finance Norway (Room A2-030)
- 10.00 – 11.30 Parallel sessions (Rooms A2-020, A2-015 and A2-035)
- 11.30 – 12.00 **Keynote:** *Sustainability as part of business*, **Mai Oldgard**, SVP, Head of Sustainability, Telenor Group (Room A2-030)
- 12.00 – 13.00 Lunch
- 13.00 – 14.30 Parallel sessions (Rooms A2-020, A2-015 and A2-035)
- 14.30 – 15.30 **Keynote:** *The Wary Art of Building Reputation through Corporate Social Responsibility*
Professor Peggy Simcic Brønn, BI Norwegian Business School (Room A2-030)
- 15.30 – 16.00 Coffee break
- 16.00 – 17.00 **Roundtable:** *New Corporate Responsibilities in the Digital Economy*
Chaired by **Dr Georgiana Grigore** and **Dr Mike Molesworth** (Room A2-030)
- 17.00 – 18.30 Parallel sessions (Rooms A2-020, A2-015 and A2-035)
- 18.30 **Galla dinner**

Saturday, 13th of October, 2018

- 09.00 – 10.30 Parallel sessions (Rooms A2-020, A2-015 and A2-035)
- 10.30 – 11.30 **Keynote:** *The Rhetorical Act of Corporate Social Responsibility: Constitutive, Dialogic, and Contextual*, **Professor Øyvind Ihlen**, University of Oslo (Room A2-030)
- 11.30 – 11.45 Coffee break
- 11.45 – 13.15 Parallel sessions (Rooms A2-020, A2-015 and A2-035)
- 13.15 – 14.00 Lunch
- 14.00 – 15.00 **Keynote:** *Perspectives shaping CSR: Emerging insights from Africa*, **Dr Emmanuel Chao** (Room A2-030)
- 15.00 – 15.15 Coffee break
- 15.15 – 16.45 Parallel sessions (Rooms A2-020, A2-015 and A2-035)
- 16.45 **Closing ceremony & Sightseeing tour**

Welcome

Welcome to the International Conference on Social Responsibility, Ethics and Sustainable Business!

Thank you for coming to the seventh conference hosted at BI Norwegian Business School. We are very pleased to have a great mix of delegates here from 22 countries. Attending today are academics, PhD students, as well as people working in the industry.

This year's conference theme is **Value(s) and Corporate Responsibility in the 21st Century**. Defining value in a sustainable setting is both an business opportunity and a challenge. In business studies, especially in marketing, the concept of value is most commonly understood as a subjective measure of the perceived utility of a product or service, and can be reduced to cost benefits calculations (Ravald and Gronroos, 1998). Elsewhere, however, values are the principles of behaviour or one's judgement of what is important in making a decision. Although business might be about the generation of value, ethical issues in business are therefore also tied to the moral values held by individuals (Forsyth, 1992). Porter and Kramer (2011) suggest that the purpose of organisations need to be redefined so that there is a focus not just on profit and value for money, but on creating shared value, such that economic value can also create value for society.

Beyond shared value, what concepts and practices might better explain and align both the value and values of corporate responsibility and offer solutions to individuals who are making corporate responsibility happen? In the next couple of days, we'll be presenting, listening and discussing papers that might provide some answers to this question.

A big thank you to everyone involved in the organisation today, to all our keynote speakers, and to all participants who travelled a long way to be here with us. We hope that you will find the sessions thought-provoking, and you will successfully network with colleagues from different universities. Enjoy the conference!

On behalf of the organising committee

Dr Georgiana Grigore, Henley Business School

Dr Alin Stancu, Bucharest University of Economic Studies

Professor Caroline Ditlev-Simonsen, BI Norwegian Business School

Speaker biographies



Inge Jan Henjesand, President of BI Norwegian Business School, is doctorate in economics from NHH in 1996 with professional background in marketing, strategy and management. Henjesand had key leadership positions at BI in the period 1998 - 2007, as head of the Department of Marketing, Executive Vice President of Research and Academic Resources and as Provost and Acting President. Henjesand comes from a position as Vice Chairman and Director of research, innovation and industrial policy in Abelia, a position he has held since 2008. Henjesand can point to a number of boards, committees and committee work, and most of these are related to the education, college, university - and the research sector.



Dr. Caroline Dale Ditlev-Simonsen, Professor at Department of Law and Governance - BI Norwegian Business School, holds a PhD in Leadership and Organization (BI Norwegian Business School), a Masters degree in Energy and Environmental Studies (Boston University) and a Bachelors degree in Business Administration (Simon Fraser University, Vancouver). Ditlev-Simonsen has international and comprehensive business and organizational experience in the areas of corporate responsibility, corporate citizenship and environmental and ethical issues. Previous work experience includes Project Manager, World Industry Council for the Environment, New York; Executive Officer, Norwegian Pollution Control Authority; Advisor, Kværner ASA and Vice President, Head of Community Contact, Storebrand ASA. She has varied board experience and was a board member of WWF-Norway (World Wide Fund for Nature) from 2002 - 2008. Ditlev-Simonsen is also Co-Director at the BI Centre for Corporate Responsibility, Head of BI Centre for Foundations, member of Appeal Board for Norwegian Foundations (Stiftelsesklagenemda) and member of the Board of Trustees (Styremedlem) of BI Norwegian Business School.



Idar Kreutzer is CEO of Finance Norway. He is the Chairman of the Board of Norway Post, and Aschehoug Forlag., and he is a member of the Board of the University of Oslo. In 2016 he was appointed member of The Norwegian Commission for Green Competitiveness, and he is a member of The Minister of Climate and Environment's Climate Policy Council. In 2013 he was appointed member of the Strategy Council for the Norwegian Government Pension Fund Global. In 2001-2012 he was a member of the World Business Council for Sustainable Development (WBCSD), and co-chaired the WBCSD Vision 2050. Kreutzer holds a Master's degree in Economic and Business Administration from the NHH Norwegian School of Economics.



Mai Oldgard works as Senior Vice President and Head of Sustainability in the Telenor Group, which is one of the world's major mobile operators with operations across Europe and Asia. A key interest is how business supports the UN Sustainable Development Goals (SDGs). Mai has developed Telenor's focus on SDG10 Reduced Inequalities. She also serves as Director of the Board of Telenor Myanmar. Mai has 15 years' experience with the role of business in society during her career at Telenor, PA Consulting Group, ECON and the UN. Mai also serves as a member of the Norwegian Government consultation group on CR. Mai holds a M.Sc. (International Business).



Dr. Øyvind Ihlen is Professor at the Department of Media and Communication, University of Oslo and co-director of POLKOM – Centre for the Study of Political Communication. He has over 100 publications, including the award-winning edited Handbook of Communication and Corporate Social Responsibility (2011, with Jennifer Bartlett and Steve May), Handbook of Organizational Rhetoric (2018, with Robert L. Heath), and Public Relations and Social Theory: Key Figures, Concepts and Developments (2009, 2nd expanded edition 2018, with Magnus Fredriksson). Ihlen is Past President of the European Public Relations Education and Research Association (EUPRERA).



Dr Georgiana Grigore is a lecturer in marketing at Henley Business School. She is co-founder and chair of ‘Social Responsibility, Ethics and Sustainable Business’ conference. Her major area of research is in marketing and corporate responsibility concepts and practices, including changes that result from digital media. She has published several books, including *Corporate Responsibility and Digital Communities* and *Corporate Social Responsibility in the Digital Age* that explore a contemporary intersection of two contemporary fields: corporate responsibility and digital technology. Her research has appeared in international journals including *Marketing Theory*, *Journal of Business Research*, and *Internet Research*. She currently lead a British Academy/Leverhulme grant that aims to understand new responsibilities in the digital economy.



Dr Mike Molesworth is an Associate Professor of Marketing at Henley Business School. His research interests include all areas of consumer culture, but especially emerging consumer practices related to technology, and to ethical consumption. He has published widely including in *Marketing Theory*, *Consumption, Markets and Culture*, the *Journal of Consumer Culture*, the *Journal of Consumer Behaviour*, the *Journal of Marketing Management*, and *Internet Research*. He has won several best paper and editors’ choice awards in journals and at conferences, including work on digital consumption with Dr Janice Denegri-Knott in *Consumption, Markets and Culture*, and with Becca Watkins at the international *Consumer Culture Theory Conference*, and in the *Journal of Marketing Management*.



Dr Peggy Simcic Brønn is a professor at BI Norwegian Business School. She is also leader of BI Centre for Corporate Communication. Her research interests are corporate branding, corporate social responsibility, and reputation. Her works are published in *European Journal of Marketing*, *Journal of Communication Management*, *Public Relations Review*, *Journal of Communication Management* (Associate Editor), *Corporate Reputation Review* (editorial board), *Corporate Communication an International Journal* (editorial board), *Journal of Business Ethics*, and *Business and Society Review*, among others. She is co-editor of *Corporate Communication; A Strategic Approach to Building Reputation* (second edition) and is co-author of the first academic book on reputation in Norwegian, *Åpen eller Innadventd*.



Dr Emmanuel Chao has wide experience in presenting papers in leading academic conferences such as Academy of Marketing (UK), European Academy of Marketing (Portugal, Slovenia), Marketing science/ World Marketing Congress (France), Info Marketing (USA), Society of Behavioral scientists (Canada), Industrial marketing Association (China), Business and information management (Japan). He has published papers in international outlets such as International Business research, Journal of Global marketing, Journal of business to business relations, Journal of knowledge management and practice, Journal of relationship marketing, International journal of Business and Management, International Journal of Business research and management and several others. Dr. Chao holds a PhD (from 2014) and Msc (International Business and Management) (2010) from Norway



Dr. Alin Stancu is Associate Professor of Corporate Social Responsibility and Public Relations in the Department of Marketing from The Bucharest University of Economic Studies. His main areas of research include: business ethics, corporate responsibility and public relations. He is the co-founder of The International Conference on Social Responsibility, Ethics and Sustainable Business (www.csrconferences.org) and editor of several books in Palgrave Studies in Governance, Leadership and Responsibility.

Friday, 12th of October, 2018

10.00 – 11.30 | Parallel sessions

Room A2-020

Chair: Shahla Gahramanova/ Mike Molesworth

No.	Authors	Title of the paper
1	Abdul Moyeen and Faria Rashid	CSR ADVERTISEMENTS AND WOMEN EMPOWERMENT – A STUDY OF BOTTOM OF PYRAMID WOMEN CONSUMERS
2	Anthony Samuel, Kevin Brown and Gareth White	A SEASON WITH THE ‘VEGANS’ OF FOREST GREEN ROVERS FOOTBALL CLUB: A VISUAL TOPOGRAPHY OF VISITOR REACTIONS
3	Florian Weber and Kerstin Fehre	THE EFFECTIVENESS OF COMBINATIONS OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITY (CSRA) AND COMMUNICATION (CSRC) AS STRATEGIES FOR (RE)GAINING LEGITIMACY

Room A2-015

Chair: Jamilah Ahmad

No.	Authors	Title of the paper
1	Atle Andreassen Raa	THE MONEY DOES NOT WIN EVERY TIME – WHAT IS THE DETERMINANT OF MORAL BEHAVIOR IN A CORPORATE SETTING?
2	Benjamin Lowe, David Oglethorpe and Sonal Choudhary	REVEALING THE ECONOMIC VALUE OF WATER IN GLOBALLY DISLOCATED AGRI-FOOD SUPPLY CHAINS: DEVELOPING A (NEW) METHODOLOGY TO IMPROVE ALLOCATIVE AND PRODUCTIVE EFFICIENCY
3	Iuliia Platonova	VISUAL REPRESENTATION OF CSR BELIEFS IN MASSIVE OPEN ONLINE COURSES (MOOCS)
4	Joana Lobo Fernandes; Isabel Santos, Maria Margalho, Rosa Santos and Sónia Querido	THE RECOGNITION OF THE IMPORTANCE OF STUDYING BUSINESS ETHICS AND CSR BY STUDENTS OF BUSINESS SCIENCES: THREE PORTUGUESE CASE STUDIES

Room A2-035

Chair: Besrat Tesfaye

No.	Authors	Title of the paper
1	Diana Falcão and Catarina Roseira	(DE) PUZZLING THE SOCIALLY RESPONSIBLE CONSUMPTION GAP EXPERIENCE
2	Luis Enrique Valdez Juárez, Gallardo-Vázquez, Dolores and Elba Alicia Ramos Escobar	THE CSR AND THE SUPPLY CHAIN: ITS EFFECT ON THE RESULTS OF THE SME
3	Katharina Aspalter	COMMUNICATION OF CSR ACTIVITIES AND ITS PERCEPTION OF EMPLOYEES: ANALYSIS OF THE PERCEPTION OF DIFFERENT EMPLOYEES GROUPS ON THE BASIS OF A CASE STUDY OF AN AUSTRIAN COMPANY
4.	Vesna Stojanović-Aleksić, Snežana Živković, and Aleksandra Bošković	THE MOTIVES BEHIND CSR IN HIGHER EDUCATION: EVIDENCE FROM UNIVERSITIES IN SERBIA

Friday, 12th of October, 2018

13.00 – 14.30 | Parallel sessions

Room A2-020

Chair: Silke Bustamante

No.	Authors	Title of the paper
1	David Beech	RESPONSIBLE CAPITALISM: BALANCING HUMANITY'S TETRA BOTTOM LINE
2	Madhavi Venkatesan	WHO DETERMINES THE OPERATIONALIZED VALUES OF CORPORATE SOCIAL RESPONSIBILITY: AN ASSESSMENT OF U.S. PUBLIC COMPANIES
3.	Mohammad Tazul Islam	MANAGERS PERCEPTIONS IN CORPORATE SOCIAL REPORTING AND PRACTICES: LEGITIMACY IN THE DEVELOPING COUNTRY'S BANKING INDUSTRY
4	Davi Beltrão de Rossiter Corrêa and Maria Fernanda Campos Rossiter	THE CREATION AND DELIVERY OF CORPORATE RESPONSIBILITY'S VALUES BY STATE-OWNED FINANCIAL BANKS IN BRAZIL THROUGH NON-PROFIT INSTITUTIONS

Room A2-015

Chair: Anne Kokkonen

No.	Authors	Title of the paper
1	Alexandra Leandro	CORPORATE SOCIAL COMMUNICATION OF RESPONSIBLE COMPANIES: A CASE STUDY ON CSR REPORTS
2	Parisa Panahi and Manelle Guechtouli	DIGITAL MANAGEMENT CONTROL FOR CSR NON-FINANCIAL FACTORS
3	Suthisak Kraisornsuthasinee	CORPORATE SOCIAL RESPONSIBILITY AT THE EDGE OF HUMANITY
4	Maria Aluchna and Maria Roszkowska-Menkes	NON-FINANCIAL REPORTING AS CSR OPERATIONALIZATION. THE PERSPECTIVE OF NEO-INSTITUTIONAL THEORY

Room A2-035

Chair: Alin Stancu

No.	Authors	Title of the paper
1.	Sandra C. Buttigieg, Gianpaolo Tomaselli, Vivienne Byers, Maria Cassar, Trond Tjerbo, Aldo Rosano	CORPORATE SOCIAL RESPONSIBILITY AS A VEHICLE FOR PERSON-CENTRED CARE THROUGH DIGITAL VS TRADITIONAL TECHNOLOGIES: A SCOPING REVIEW
2.	Bolat, E., Ali, R. and Arden-Close, E.	VALUE CO-CREATION AS AN OPEN BUSINESS MODEL: THE CASE OF GAMBLING INDUSTRY
3.	Richard Asiedu and Francisca Nyarai Mapiye Dube	VALUE CO-CREATION APPROACH TO CONSTRUCTION PROJECT MANAGEMENT

Friday, 12th of October, 2018

17.00 – 18.30 | Parallel sessions

Room A2-020

Chair: Athanasios Chymis

No.	Authors	Title of the paper
1	Atle Midttun, David Sloan Wilson and Nina Witozek	COMBINING EQUITY AND EFFICIENCY: THE COMPETITIVE ADVANTAGE OF NORDIC COLLABORATION
2	Paolo D'Anselmi	BETWEEN VALUES AND VALUE: ORGANIZATIONAL BEHAVIOR
3	Vasileios Adamidis and Petros Vourvachis	SOCIAL RESPONSIBILITY IN ANCIENT GREECE: THE ROLE OF THE INDIVIDUAL AND SOCIO-POLITICAL STRUCTURES
4.	Helen Stride	MORAL VALUES AND CORPORATE RESPONSIBILITY – AN OXYMORON? LEARNINGS FROM THE NOT FOR PROFIT CONTEXT.

Room A2-015

Chair: Maria Aluchna

No.	Authors	Title of the paper
1	Christopher Lowe	THE IMPACT OF FIRM'S CORPORATE SOCIAL RESPONSIBILITY ON COMMUNITIES
2	Olga Chkalova and Sergey Tikhonov	CORPORATE EVENTS TO DEVELOP EMPLOYEES' HIGHER COGNITIVE, SOCIAL AND EMOTIONAL SKILLS AND DISSEMINATE VALUES OF SOCIAL RESPONSIBILITY AND SUSTAINABILITY
3	Silke Bustamante	THE EFFECT OF VALUES IN THE ATTRACTIVENESS OF RESPONSIBLE EMPLOYERS FOR YOUNG JOB SEEKERS
4	Susanne Arvidsson	VALUE CREATION AND CORPORATE RESPONSIBILITY: THE VIEWS OF TOP MANAGEMENT TEAMS

Room A2-035

Chair: Paul M. Lane

No.	Authors	Title of the paper
1	Praveen Raj, Vignesh Meyyappan and Avinash G. Mulky	CSR COMMUNICATION OF THE 50 LARGEST INDIAN FIRMS-AN ANALYSIS
2	Gallardo-Vázquez, Dolores; Hernández-Linares, Remedios and López-Fernández, María Concepción	INTERNAL AND EXTERNAL CORPORATE SOCIAL RESPONSIBILITY FOR SMES PERFORMANCE. A SIMPLE MEDIATION STUDY
3	Omary Swallehe	MAKING CORPORATE SOCIAL RESPONSIBILITY WORKS FOR BOTH ORGANIZATION AND SOCIETY

Saturday, 13th of October, 2018

9.00 – 10.30 | Parallel sessions

Room A2-020

Chair: Gillian Warner-Söderholm

No.	Authors	Title of the paper
1	Anne Kokkonen, Åshild Lappegard Hauge and Cecilie Flyen	FRAMING CO-CREATION OF SOCIAL RESPONSIBILITY IN THE CASE OF CLIMATE ADAPTATION
2	Joana Lobo Fernandes	SDG'S CHALLENGES FOR ALL TOMORROW'S LEADERS
3	Paul M. Lane and Ryan Lafferty	YOUTH WORKING WITH 2030 GOALS MAY LEAD TO CHANGING CORPORATE CULTURES

Room A2-015

Chair: Francisca Farache

No.	Authors	Title of the paper
1	Jamilah Ahmad & Suriati Saad	CONTENDING DRUG THROUGH CSR: COMMUNITY PARTNERSHIP FROM TRIPLE BOTTOM LINE PERSPECTIVES
2	Maria-Teresa Bosch-Badia , Joan Montllor-Serrats, and Maria-Antonia Tarrazon-Rodon	CREATING VALUE THROUGH RISK MANAGEMENT: THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY
3	Nadia Lonsdale	PUNCHING BELOW THEIR WEIGHT: THE VALUE OF ENVIRONMENTAL PROTECTION COLLABORATIVE PROJECTS BETWEEN ENGOS AND THE RUSSIAN OIL COMPANIES.

Room A2-035

Chair: Catherine Malecki

No.	Authors	Title of the paper
1	Adrian Andreas Baumgartner	A CONCEPTUAL FRAMEWORK OF STRATEGIC CORPORATE SOCIAL RESPONSIBILITY
2	Anna Mineeva and Marielle A. Payaud	INTEGRATION OF CSR WITHIN GLOBAL VALUE CHAIN: A THEORETICAL FRAMEWORK FOR A RESPONSIBLE GLOBAL VALUE CHAIN
3	Diana Falcão and Catarina Roseira	STRUCTURE OF KNOWLEDGE OF THE SOCIALLY RESPONSIBLE CONSUMPTION GAP RESEARCH

Saturday, 13th of October, 2018
11.45 – 13.15 | Parallel sessions

Room A2-020

Chair: Paolo D'Anselmi

No.	Authors	Title of the paper
1	Athanasios Chymis	CLOSING THE GAP BETWEEN FRIEDMAN AND CSR: THE VALUE CSR OFFERS TO CAPITALISM
2	Nathalie Gimenes	VALUES CREATION BY CSR
3	Noémi Csigéné Nagypál	WHAT IS BEYOND PHILANTHROPIC RESPONSIBILITY?
4	Gillian Warner-Söderholm, Morten Huse and Yongsun Paik	VALUES WITHIN CORPORATE RESPONSIBILITY IN SCANDINAVIA-IN SEARCH OF AN INSTITUTIONAL FRAMEWORK FOR ANTI-CORRUPTION

Room A2-015

Chair: Helen Stride

No.	Authors	Title of the paper
1	Catherine Malecki	THE FRENCH IMPLEMENTATION OF THE UE CSR DIRECTIVE: HOW TO MEASURE VALUE IN CORPORATE SOCIAL RESPONSIBILITY
2	Dan Taylor and Stephen Phillips	CORPORATE SOCIAL RESPONSIBILITY IN NON-PROFIT ORGANISATIONS: CREATING VALUE IN COMMUNITY HOUSING MUTUALS
3	Eva Koscher and Lars Schweizer	DOES IT PAY OFF TO LAY OFF SOCIALLY? NEW INSIGHTS ON DOWNSIZING DURING TIMES OF CRISIS AND ITS EFFECT ON SHAREHOLDER WEALTH FROM GERMANY
4	Ulf Larsson-Olaison and Florian Weber	VALUE OR VALUES BASED CSR COMMUNICATION IN RESPONSE TO VIRTUES IN MEDIA REPORTING? GERMAN AND SWEDISH CORPORATIONS IN THE AFTERMATH OF THE 2015 REFUGEE SITUATION

Room A2-035

Chair: Anthony Samuel

No.	Authors	Title of the paper
1	Gerhard Kosinowski	A CASE ILLUSTRATION OF THE COOPERATIVE SOCIAL RESPONSIBILITY AND ITS INFLUENCE ON THE CORPORATE VALUE CREATION
2	Promotosh Barua	STAKEHOLDER'S NEED PERSPECTIVE OF SHARED VALUE CREATION AND SOCIAL DIMENSION OF SENSEMAKING IN ORGANIZATION
3	Parisa Panahi	THE ROLES OF INFORMATION TECHNOLOGY/INFORMATION SYSTEMS IN SUPPORTING MANAGEMENT CONTROL FOR CORPORATE SOCIAL RESPONSIBILITY

Saturday, 13th of October, 2018
15.15 – 16.45 | Parallel sessions

Room A2-020

Chair: Ulf Larsson-Olaison

No.	Authors	Title of the paper
1	Laura Zannetti and Francisca Farache	BRANDS BEHAVING BADLY: THE IMPACT OF IRRESPONSIBLE BEHAVIOUR ON BRAND REPUTATION
2	Marek Drzazga	CSR IN THE CREATION OF VALUE FOR CUSTOMERS IN RETAIL TRADE MARKETING ACTIVITIES
3	Stefanie Jensen, Martin Ohlwein and Maj Hammerschmidt	DOES CORPORATE SOCIAL RESPONSIBILITY PAY OFF? THE IMPACT OF CSR ON BRAND STRENGTH, BRAND LIKEABILITY AND BRAND CONCISENESS

Room A2-015

Chair: Nadia Lonsdale

No.	Authors	Title of the paper
1	Irina Kohler	DRIVERS OF CORPORATE PHILANTHROPY COMMUNICATION – EMPIRICAL EVIDENCE OF GERMAN STOCK LISTED COMPANIES
2	Kimberly Reeve and Oliver Garrett	SEEKING LEGITIMACY IN THE OIL AND GAS INDUSTRY IN SUB-SAHARAN AFRICA: A LONGITUDINAL ANALYSIS OF CS INITIATIVES AND STOCK PRICES
3.	Besrat Tesfaye and Anders Lundström	CROSS-SECTOR COLLABORATION - MISSION IMPOSSIBLE? LESSONS FROM A CASE OF SOCIAL RESPONSIBILITY IN THE INTEGRATION PROCESS.
4.	Shahla Gahramanova	THE ROLE OF THE CORPORATE SOCIAL RESPONSIBILITY IN SUSTAINABLE DEVELOPMENT OF SMES IN AZERBAIJAN

Room A2-035

Chair: Benjamin Lowe

No.	Authors	Title of the paper
1	Brigitte Prud'homme	WHAT THEMES OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT ARE PRIORITIZED BY THE DIFFERENT ACTORS TO CREATE SHARED VALUE IN TOURISM? A CASE STUDY IN CANADA
2	Katharina Hetze and Eike Vater	IMPLEMENTATION PRINCIPLES AS VALUES OF THE 2030 AGENDA
3	Mizuho Iinuma and Eri Mizutani	SOCIAL DESIGN FOR SUSTAINABLE SOCIETY: THE CASE OF JAPANESE SOCIAL ENTERPRISE